

Summer is only a few months away, and once the ice melts, grills will fire up and open the door for more home-cooked meal options. Retailers can take advantage of summer grilling season by promoting fresh mushrooms as a hearty and satisfying vegetarian option and encourage their customers to participate in the annual **Every Day, Every Way mushroom recipe contest with *Taste of Home* magazine.**

Home cooks with the best recipes could win a weekend culinary getaway to a Culinary Institute of America campus. On top of that, one entrant will be chosen at random weekly (starting March 1st and continuing through August) to win a Weber Grill.

Advertisements for the contest will be featured in the June/July issues of *Taste of Home* and *Healthy Cooking*. Retailers should encourage customers to participate in the contest, and can contact their mushroom supplier for more details and promotional sales tools that may help sell more fresh mushrooms this summer at retail.

Please let me know if you have any questions or if you would like to speak with Joe Caldwell, Chairman of the Mushroom Council, regarding the summer retail promotion. We would be more than happy to make the connection for you.

Thanks,

Brooke Klinker

Edelman on behalf of The Mushroom Council